



IT'S **U**DDERLY  
**FANTASTIC!**

[www.funatthefair.com](http://www.funatthefair.com)

Media Contact: **Brandon Bird**  
(208) 785-2480  
[brandon@funatthefair.com](mailto:brandon@funatthefair.com)

## **Pepsi Wristbands offer 30% savings on all day Fair fun!**

***\$25 includes one-day gate admission and unlimited carnival access***

---

BLACKFOOT, ID (September 2, 2011) – Visitors to the Eastern Idaho State Fair can take advantage of mid-week savings of 30% on **Pepsi Wristband Days**. Held Tuesday, September 6; Wednesday, September 7; and Thursday, September 8, Pepsi Wristband Days enable Fair enthusiasts to enjoy unlimited Carnival rides for \$25 -- including FREE gate admission. Pepsi Wristbands can be purchased at the Pepsi booths outside each main gate of the Fair on Sept. 6, 7 and 8 – or in advance at the Fair office in Blackfoot.

On other days, Carnival wristbands cost \$30 plus gate admission, which is \$6 for adults, \$4 for seniors age 65+, and \$2 for kids ages 6-11. Pepsi Wristbands are a 30% savings on all-day Fair entertainment and Carnival rides!

Pepsi Wristband patrons can also take in the many animals exhibited in the **Livestock areas**, including cattle, horses, goats, sheep, swine, rabbits and poultry. They can enjoy FREE entertainment, including **Super Science: Fun with Physics**, a new traveling science exhibit offering over 30 activities with on-site instruction. **Meet the Animals** (Sept. 8-10) will offer young fairgoers a unique hands-on learning experience to get up close to farm animals. The **Masters of the Chainsaw** are some of the world's finest chainsaw sculptors, who carve logs into collectible works of art. They can hear live music from popular singer-songwriter **Cary Judd (Sept. 3-7)** or "Nashville Star" 2008 finalist **Charley Jenkins** (Sept. 8-10). They are sure to see comedian entertainer **Michael Swenson**, as well as **Marcus the Funny Man** (Sept. 4-6), **Dan Sperry** (Sept 7-10) and **Cowboy Max** (Sept 8-10).

-- more --

Visitors also will enjoy exhibits and demonstrations in the **Needlecraft Building** and the **4-H** building to see hundreds of entries in photography, flowers, canning, baking and fine arts – as well as shop for many one-of-a-kind items in the **Bazaar** and **Merchants Square Buildings!**

In addition to ongoing daily entertainment, Pepsi Wristband patrons can see and experience events and entertainment specific to these days.

On Tuesday, September 6, visitors can see:

- Team Penning/Sorting/Branding (Grandstand)
- Shorthorns and all other breeds (Beef Arena)
- Draft Horses, Percherons and Shires (Pavilion)
- Creative Arts Demonstrations: “Faux Painting Techniques”, “Interior Design”, and “Flower Arranging” (Needlecraft Building)
- Home Arts Demonstrations – A Stitch in Time (Needlecraft Building)
- IMPRA Rodeo Finals (Grandstand – additional fee required – 7:30 pm)

On Wednesday, September 7, visitors can see:

- Barrel Racing & Horse Pulling (Grandstand)
- Draft Horse, Belgian & Clydesdales (Pavilion)
- Boer Goat Judging (Pavilion)
- Open Market Steer Classic (Beef Arena)
- C&H Brownie Contest (Needlecraft Building)
- Take a Quilt Walk
- Creative Arts Demonstrations: Get Ready, Get Set (Needlecraft Bldg)
- Concert: Hinder (Grandstand – additional fee required – 8 pm)

On Thursday, September 8, visitors can see:

- Idaho Junior Rodeo (Grandstand)
- Junior Swine & Beef Shows
- Draft Horses Grades & Supreme Champ (Pavilion)
- Indian Relay (Grandstand)
- Home Arts Demonstrations: “Simply Fabulous” (Needlecraft Building)
- Betty Crocker Quicksides Contest (Needlecraft Building)
- Concert: Allstar Weekend (Grandstand – additional fee required – 7 pm)

On all other days, Carnival enthusiasts can still save 20% on ride wristbands and ride coupon books by advance purchasing through Friday, September 2.

The 2011 Eastern Idaho State Fair returns to Blackfoot on Saturday, September 3 through Saturday, September 10. Complete schedules and 2011 Fair information can be found at [www.funatthefair.com](http://www.funatthefair.com) or by calling (208) 785-2480.

###

*An annual tradition for 109 years, the Eastern Idaho State Fair is a favorite destination to over 200,000 visitors, creating fond memories and unforgettable experiences to all ages. This year's theme, **It's Udderly Fantastic**, is a celebration of Idaho's agricultural heritage – a vital part of the Fair throughout its history. From entertainment to agricultural heritage, every aspect of the Eastern Idaho State Fair is udderly fantastic!*